Permit #F00028316-A

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00028316-A **Type of Permit:** FILMING **Release Date:** 06/03/2010

Production Company BELIEVE MEDIA INC

Insured Company Name BELIEVE MEDIA INC
Contact Phone No. 1 323-645-1000
Contact Phone No. 2
Fax 323-645-1099
Address 1040 N LAS PALMAS
LOS ANGELES, California 90028

Production Title VW

Type of Production Commercial - Standard

Producer Dominick Ferro

Director Bruce St. Clair

1st AD Hardy James

Production Manager Pete Slowey

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Josh Silverman
Primary Phone Mobile - 310-795-7540
Secondary Phone Office - 323-645-1000

Location Assistant Josh SIlverman
Primary Phone Mobile - 310-795-7540
Secondary Phone

Fees

FILMLA FILM PERMIT RIDER FEE $100.00

Total Permit Fee $100.00

Number of Locations 2

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Summary Information — Location

Permit Number F00028316-A
Production Company BELIEVE MEDIA INC
Insured Company BELIEVE MEDIA INC
Production Title VW

Location Manager Josh Silverman
Primary Phone Mobile - 310-795-7540
Secondary Phone Office - 323-645-1000

Location Address Westchester Parkway, Pershing Dr - Sepulveda Blvd, Los Angeles, CA, 90293

Location Names

Location Type Street

Location Description

Film Dates 6/3/2010 - 6/3/2010 15:00 - 20:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Please see attached documents
COUNTY PARKING LOT GUIDELINES.pdf
BelieveMedia.VW.28316.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Camera cars	1
Cast/Crew vehicles	48
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Picture vehicles	3
Portable restrooms	1
Process Trailer	1
Semi Trucks	2
Stakebed Trucks	1
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Off-Duty/Retired LAPD Officer(s)	4

Filming Activities Camera in car; Camera on sticks; Car-to-Car; Drive by; Drive ups & away; Driving shots; Equipment on sidewalk, in curb lane & across street; Exterior establishing shots; Intermittent traffic control - 2 minutes standard; Precision driving; Process Trailer; Running & tow shots.; Camera mounts; VW picture car driving at moderately high levels of speed with acceleration & deceleration with intermittent traffic control - 2 minute standard;

Jurisdiction
Political: Los Angeles City - Council District 11
Police: Los Angeles Police Department
Fire: Los Angeles City

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Summary Information — Location

Permit Number	F00028316-A	**Location Manager**	Josh Silverman
Production Company	BELIEVE MEDIA INC	Primary Phone	Mobile - 310-795-7540
Insured Company	BELIEVE MEDIA INC	Secondary Phone	Office - 323-645-1000
Production Title	VW		

Location Notes

Coordinator Note	Company must obtain a dual permit with Caltrans for activities and equipment/vehicle placement on State highways
Coordinator Note	No stopping/setting up/parking in front of merchants without prior approval May not interfere with other production companies or special events No activities/equipment/vehicles within 300' of residents prior to 0700 hrs or after 2200 hrs on weekdays No blocking of exits/entrances/driveways No cabling or light setups
Coordinator Note	A minimum of 1 LAPD officer is required for ITC and a separate officer is required for IPC for each street and each direction of traffic
Coordinator Note	2 minutes intermittent traffic control is allowed during rush-hours with traffic permitting Company must abide by posted speed limits
Coordinator Note	Company must contact PCI (310-821-1081) directly for parking requirements and activities on PCI property No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
Coordinator Note	Rider A adds process trailer and requires 4 LAPD officers

Parking

Base Camp
Location Type : LA County Parking lot
Street : Dockweiler PCI lot #1 6/3 0600-2100 hrs (250 spaces)

Crew Parking
Location Type : LA County Parking lot
Street : Dockweiler PCI lot #1 6/3 0600-2100 hrs (250 spaces)

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Summary Information — Location

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Production Company BELIEVE MEDIA INC
Insured Company BELIEVE MEDIA INC
Production Title VW

Location Manager Josh Silverman
Primary Phone Mobile - 310-795-7540
Secondary Phone Office - 323-645-1000

Location Address Pershing Dr., Westchester Parkway - Imperial Hwy, Los Angeles, CA 90293

Location Names

Location Type Street

Location Description

Film Dates 6/3/2010 - 6/3/2010 15:00 - 20:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Camera cars	1
Cast/Crew vehicles	48
Cube Trucks	4
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Personnel on Location

Type	Quantity
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Filming Activities Camera in car; Camera on sticks; Car-to-Car; Drive by; Drive ups & away; Driving shots; Equipment on sidewalk, in curb lane & across street; Exterior establishing shots; Precision driving; Process Trailer; Running & tow shots.; Camera mounts; Intermittent traffic control - 2 minute standard (except 1500-1700 hrs); VW picture car driving at moderately high levels of speed with acceleration & deceleration with intermittent traffic control - 2 minute standard (except 1500-1700 hrs);

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note No stopping/setting up/parking in front of merchants without prior approval

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Production Company	BELIEVE MEDIA INC	Primary Phone	Mobile - 310-795-7540
Insured Company	BELIEVE MEDIA INC	Secondary Phone	Office - 323-645-1000
Production Title	VW		

May not interfere with other production companies or special events
No activities/equipment/vehicles within 300' of residents prior to 0700 hrs or after 2200 hrs on weekdays
No blocking of exits/entrances/driveways
No cabling or light setups

Coordinator Note A minimum of 1 LAPD officer is required for ITC and a separate officer is required for IPC for each street and each direction of traffic

Coordinator Note 2 minutes intermittent traffic control is allowed during 1700-1900 rush-hours with traffic permitting
Company must abide by posted speed limits

Coordinator Note Rider A adds process trailer and requires 4 LAPD officers

Parking

Base Camp
Location Type : Private Parking Lot
Street : LAX

Crew Parking
Location Type : Private Parking Lot
Street : LAX

NOT A PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO FEE PERMIT

Appointment of Beautiful Day Permits As Authorized Agent and Representative

I certify that I am a representative of BELIEVE MEDIA ("Principal") and am authorized to enter into binding contractual agreements on it behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Beautiful Day Permits and its employees and agents ("BDP") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through ("Film L.A., Inc.") for any city, county or other jurisdiction where Film L.A., Inc. operates; to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to and such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it issuers) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner of messenger used by) BDP. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints BDP as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film L.A., Inc. and any city, county, or other jurisdiction where Film L.A., Inc operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this be revoked by Principal at any time in writing delivered to Film L.A., Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint BDP as agent for Principal, and based upon that authority I hereby appoint BDP as Principal's agent as set forth herein.

Dated: 6/2/10

BELIEVE MEDIA
Name of Principal

By: [signature]
Representative's Signature

[illegible] L. Sherrill
Print Representative's Name

Location Mgr.
Representative's Title

1040 N. Las Palmas, Bldg 10
Los Angeles, CA 90038
Principal's Address

323-645-1000
Principal's Telephone

Jordan & Michaela Wright
Beautiful Day Permits
Phone (626) 934 - 1280
Fax (626) 934 - 1281

NOT PERMIT